

From: George Morino/=TMS/Toyota. Sent:5/15/2008 7:00 PM.
To: [-] Michiteru Kato/=HINPO/TMC0@TMC0@TMCE.
Cc: [-] Daisuke Sakakibara/=TMS/Toyota@toyota;Jyunji Ogata/=HINPO/TMC0@TMC0;Kirk Forsht/=TMS/Toyota@toyota;Takeharu Nishida/=HINPO/TMC0@TMC0.
Bcc: [-] .
Subject: Re: CONFIDENTIAL - DRAFT Q&A.

Hi Mitch:

Please read my response in blue before you open the revised Q&A.

Let me know what you think.

Sorry, its John Carpenter. Not Stephen King.

<http://www.youtube.com/watch?v=JnmC4Zj3Xhk&feature=related>

Thanks!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.

Michiteru Kato/HINPO/TMC0@TMC0
05/15/2008 05:38 AM
To George Morino/TMS/Toyota@TOYOTA@TMCE
cc Takeharu Nishida/HINPO/TMC0@TMC0, Kirk Forsht/TMS/Toyota@TOYOTA@TMCE, Daisuke Sakakibara/TMS/Toyota@Toyota, Jyunji Ogata/HINPO/TMC0@TMC0
Subject Re: CONFIDENTIAL - DRAFT Q&A

George,

I'm very impressed with your draft. I have some comments but it really looks good to me.

[Comments]

1. "Unintended Acceleration"

This is not a big deal but I'm wondering about which is better, "Unintended Acceleration" or "Unexplained Acceleration". NHTSA used the terms "Uncontrolled Acceleration" and "Unexplained Acceleration" in the opening resume, but I don't like the word "Uncontrolled".

I don't like either. "Unexplained" sounds like the vehicle is possessed by an evil spirit. Many customers in news stories are often quoted as saying "the car took on a life of it's own!" This conjures images of "Christine" (from the very famous book by John Carpenter (also a movie)).

2. A2c "It is premature to comment."

I think we can use the same answer to Q2c "Will this Defect Petition lead to a recall?" as A2a and b. Actually I don't think that Defect Petition could lead to a recall. None of the manufacturer has done a recall during the stage of the Defect Petition, I think. This section is to answer to the question about what the "Defect Petition" is, so the same answer can be fine.

I changed A2c to read the following. I added the "Therefore..." to clarify the situation:

A2c: Any private citizen may petition NHTSA to open a Preliminary Evaluation on any vehicle and allegation. The Defect Petition process is NHTSA's formalized procedure to review the private citizen's claim and determine whether it may have merit or not. If NHTSA determines that the claim may have merit, they will open a Preliminary Evaluation. Therefore, it is premature to comment.

3. A7a

How about adding "the high idle speed when the engine is started in the cold temperature." Actually those complaints are not related to the acceleration, however, as shown in the list of the categories for the customer complaints sent to you this morning, in the customer complaints that we submitted to NHTSA, there are many complaints which relate to the high idle.

Added per your wording.

4. A4a and A4d

Which is better, just say "it is premature to comment" or clearly say "Toyota currently does not have plan to conduct a recall because the investigation done by Toyota to date does not indicate that the defect exists on the vehicles." The latter sentence might be a little bit dangerous, because it seems that the unintended acceleration may be caused by the misapplication of the pedal, but the former seems that Toyota is thinking about a recall. Are those questions necessary??

I changed both to read:

A4a and d: The Defect Petition process is NHTSA's formalized procedure to review the private citizen's claim and determine whether it may have merit or not. If NHTSA determines that the claim may have merit, they will open a Preliminary Evaluation. Therefore, it is premature to comment.

Let me know what you think.

Thank you for your huge support on this issue.

Best regards,

Mitch

宛先: Michiteru Kato/HINPO/TMC0@TMC0

cc: Takeharu Nishida/HINPO/TMC0@TMC0@TMCE, Kirk Forsht/TMS/Toyota, daisuke_sakakibara@toyota.com

件名: CONFIDENTIAL - DRAFT Q&A

Mitch:

This is a really rough draft.

I wanted to get your feedback before we continue. Please review it when you have a chance.

Thanks!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.